Rep Order# 6849711 **Ver**# 1 **Status** New **Traffic Order**# 6849711 **EC'd** Yes

Printed: 09/05/2012 11:23 AM **Last Received:** 09/05/2012 11:03 AM

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV

Advertiser ().AFSCME **Product** A.F.S.C.M.E.

Estimate#

Buyer LISA CABANEL

Phone# Fax# Agency () CAMPAIGN GROUP

1600 LOCUST ST PHILADELPHIA, PA 19102

Agency C/P1/P2/E

Flight Dates 09/06/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

1 of 4

Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: AMERICAN FEDERATION OF STATE COUNTY & MUNICIPAL EMPLOYEES SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER CONTRACT TOTAL IS \$28,400

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F Buyli	5A-530A	: EARLY AM NEWS	:30	\$450.00	09/06-09/07	3	1	3	\$1,350.00	
	2	M Buyli	5A-530A ne Comment	: EARLY AM NEWS	:30	\$450.00	09/10-09/10	2	1	2	\$900.00	
	3	TH-F Buyli	7A-9A ne Comment	: GOOD MORNING AMERICA	:30	\$750.00	09/06-09/07	2	1	2	\$1,500.00	
	4	M Buyli	7A-9A ne Comment	: GOOD MORNING AMERICA	:30	\$750.00	09/10-09/10	1	1	1	\$750.00	
	5	TH-F Buyli	10A-11A ne Comment	: THE VIEW	:30	\$1,000.00	09/06-09/07	1	1	1	\$1,000.00	
	6	M Buyli	10A-11A ne Comment	: THE VIEW	:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
	7	TH-F Buyli	11A-12P ne Comment	: MIDDAY NEWS	:30	\$650.00	09/06-09/07	1	1	1	\$650.00	
	8	M Buyli	11A-12P ne Comment	: MIDDAY NEWS	:30	\$650.00	09/10-09/10	1	1	1	\$650.00	

Rep Order# EC'd Yes Traffic Order# 6849711 **Printed:** 6849711 Ver# 1 Status New 2 of 4 09/05/2012 11:23 AM Last Received: 09/05/2012 11:03 AM es

CI.	D 11	A 11 T '
Snowing	Buylines:	All Line

Advertiser Product	KTNV-TV LAS VEGAS, NV ().AFSCME A.F.S.C.M.E.	Agency () CAMPAIGN GROUP 1600 LOCUST ST PHILADELPHIA, PA 19102				Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY					
Estimate# Buyer Phone# Fax#	LISA CABANEL	Agency C/P1/P2/E Flight Dates Hiatus Weeks	09/06/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT Ln	_	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9	TH-F 5P-530P Buyline Comment	: 5PM NEWS		:30	\$900.00	09/06-09/07	1	1	1	\$900.00	
10	M 5P-530P Buyline Comment	: 5PM NEWS		:30	\$900.00	09/10-09/10	1	1	1	\$900.00	
11	TH-F 6P-630P Buyline Comment	: 6PM NEWS		:30	\$1,000.00	09/06-09/07	1	1	1	\$1,000.00	
12	M 6P-630P Buyline Comment	: 6PM NEWS		:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
13	TH-F 630P-7P Buyline Comment	: 630PM NEWS		:30	\$1,100.00	09/06-09/07	1	1	1	\$1,100.00	
14	M 630P-7P Buyline Comment	: 630PM NEWS		:30	\$1,100.00	09/10-09/10	1	1	1	\$1,100.00	
15	TH-F 7P-730P Buyline Comment	: ACCESS HOLLYWOOD		:30	\$850.00	09/06-09/07	1	1	1	\$850.00	
16		: ACCESS HOLLYWOOD		:30	\$850.00	09/10-09/10	1	1	1	\$850.00	
17	TH-F 730P-8P Buyline Comment	: MILLIONIARE		:30	\$850.00	09/06-09/07	1	1	1	\$850.00	
18	M 730P-8P Buyline Comment	: MILLIONAIRE		:30	\$850.00	09/10-09/10	1	1	1	\$850.00	
19		: SATURDAY G.M.A.		:30	\$850.00	09/08-09/08	1	1	1	\$850.00	

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 4

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 09/05/2012 11:03 AM

Showing Buylines: All Lines

Statio Adver Produ Estim Buyer Phone Fax#	tiser ict ate#	CTNV-TV LAS VEGAS, NV ().AFSCME A.F.S.C.M.E. LISA CABANEL			Agency () CAMPAIGN GROUP 1600 LOCUST ST PHILADELPHIA, PA 19102 Agency C/P1/P2/E Flight Dates 09/06/2012 - 09/10/2012 Hiatus Weeks				Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938				
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	20	SU Buyli	7A-8A ne Comment	: SUNDAY G.M.A.		:30	\$850.00	09/09-09/09	1	1	1	\$850.00	
	21	SA Buyli	530P-8P ne Comment	: SATURDAY NIGHT FOOT!	BALL	:30	\$3,500.00	09/08-09/08	1	1	1	\$3,500.00	
	22	SU Buyli	8P-9P ne Comment	: SECRET MILLIONAIRE		:30	\$4,500.00	09/09-09/09	1	1	1	\$4,500.00	
	23	TH-F Buyli	630A-7A ne Comment	: AM NEWS		:30	\$750.00	09/06-09/07	1	1	1	\$750.00	
	24	М	630A-7A			:30	\$750.00	09/10-09/10	1	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 28 / \$28,400.00

Buyline Comment: AM NEWS

---SALES MONTHLY TOTALS---

Sep 12: 28 / \$28,400.00
Sales Totals: 28 / \$28,400.00
Station Totals: 28 / \$28,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$157,778 0% 21% KSNV 25% KTNV 18% KTUD 0 % KBLR KLAS 1% KVCW 2% KVMY KVVU 33%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12 Demos RA35+, RHOMES

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Hiatus Weeks

4 of 4

215-567-5938

Salesperson FAX#

--- CREDIT RISK ---

Phone#

Fax#

INSUFFICIENT INFO FOR CREDIT ASSESSMENT

Ver# 1